



- REPLACEMENT SHEET -

Title: METHODS AND SYSTEMS FOR ANALYZING HISTORICAL TRENDS IN MARKETING CAMPAIGNS

Applicant(s): Samra et al.

S/N: 09/474,631 Docket No: 85IF-00104 (17207-00006)

Atty: Daniel M. Fitzgerald; Phone No: (314) 621-5070

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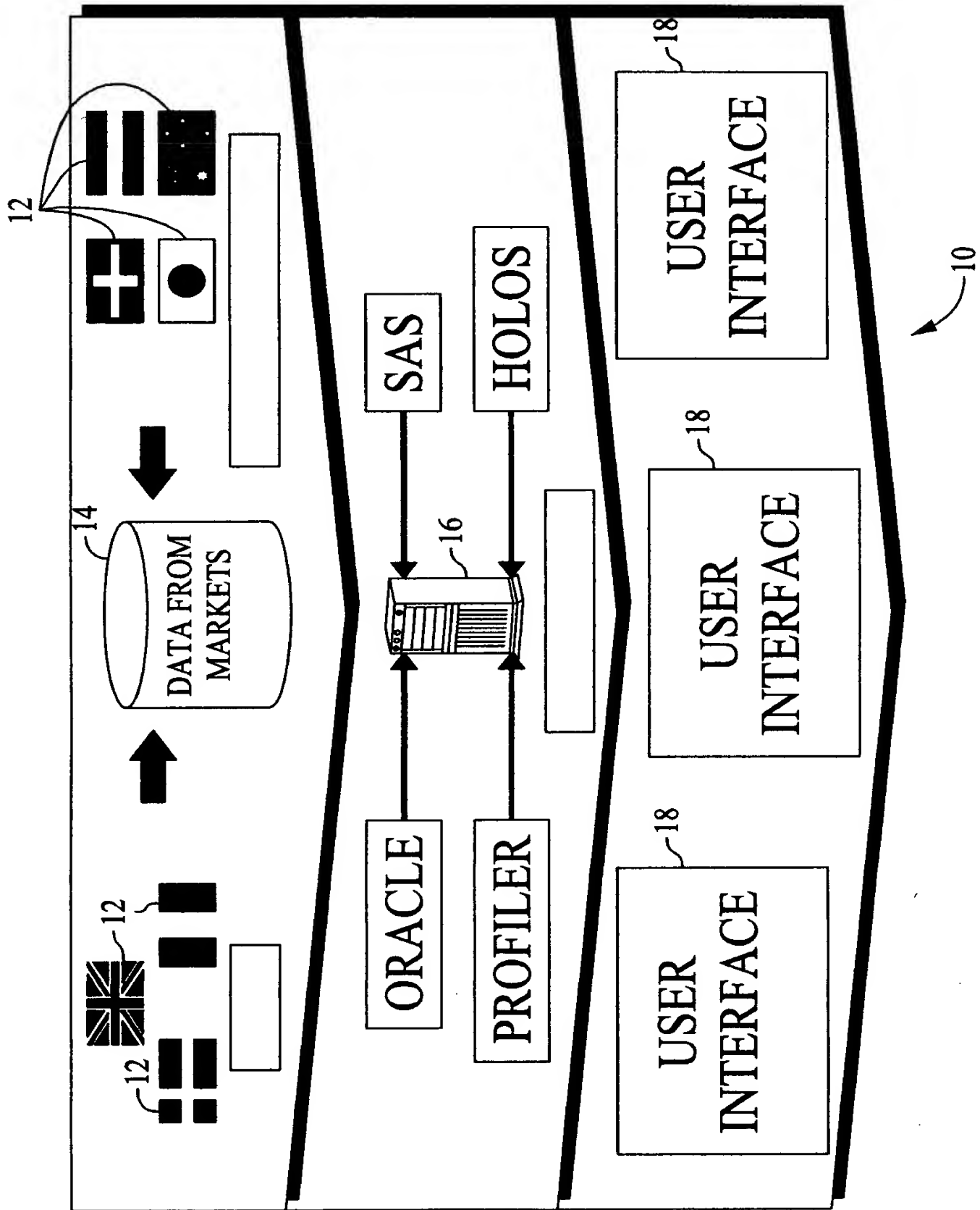


FIG. 1

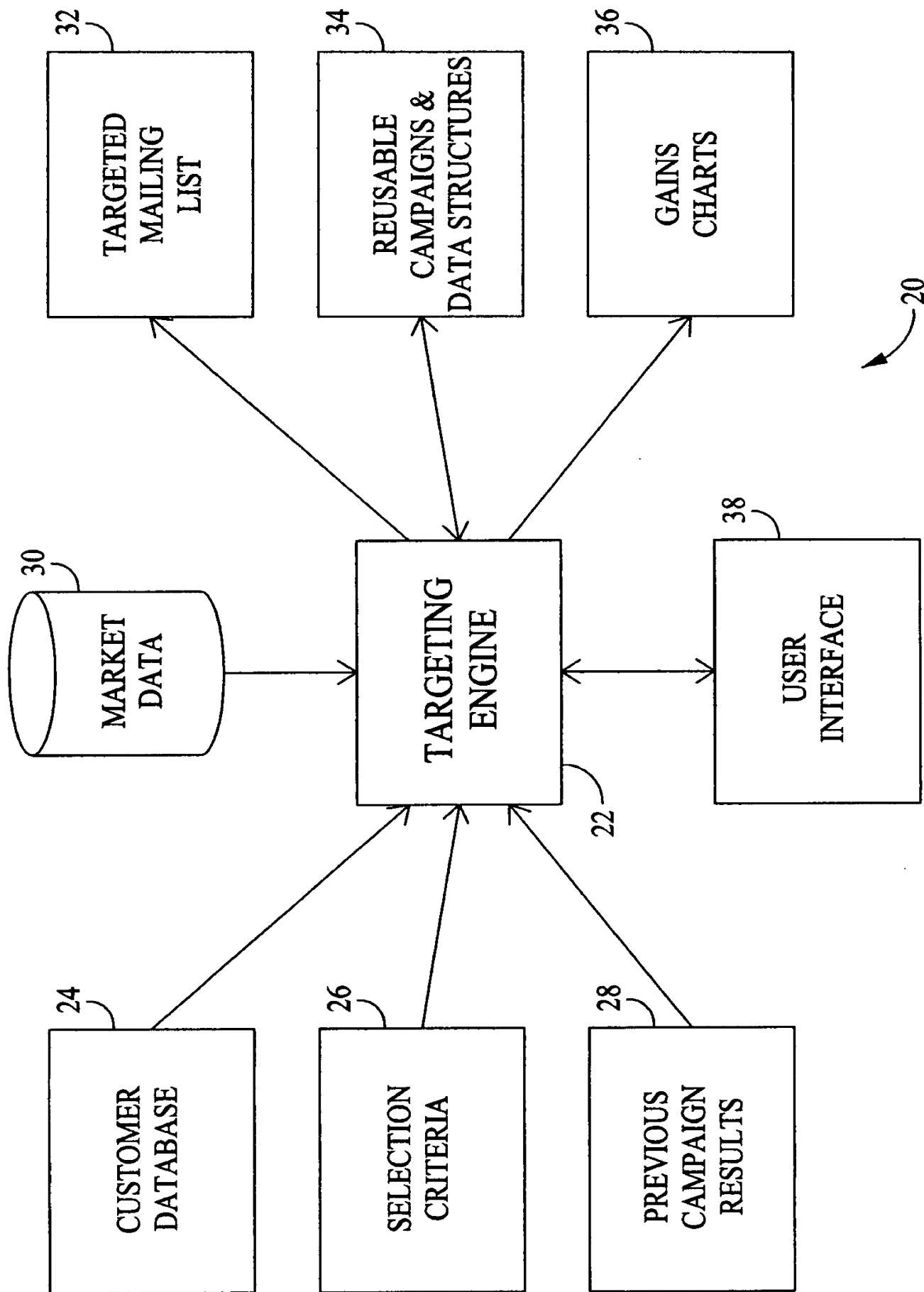


FIG. 2



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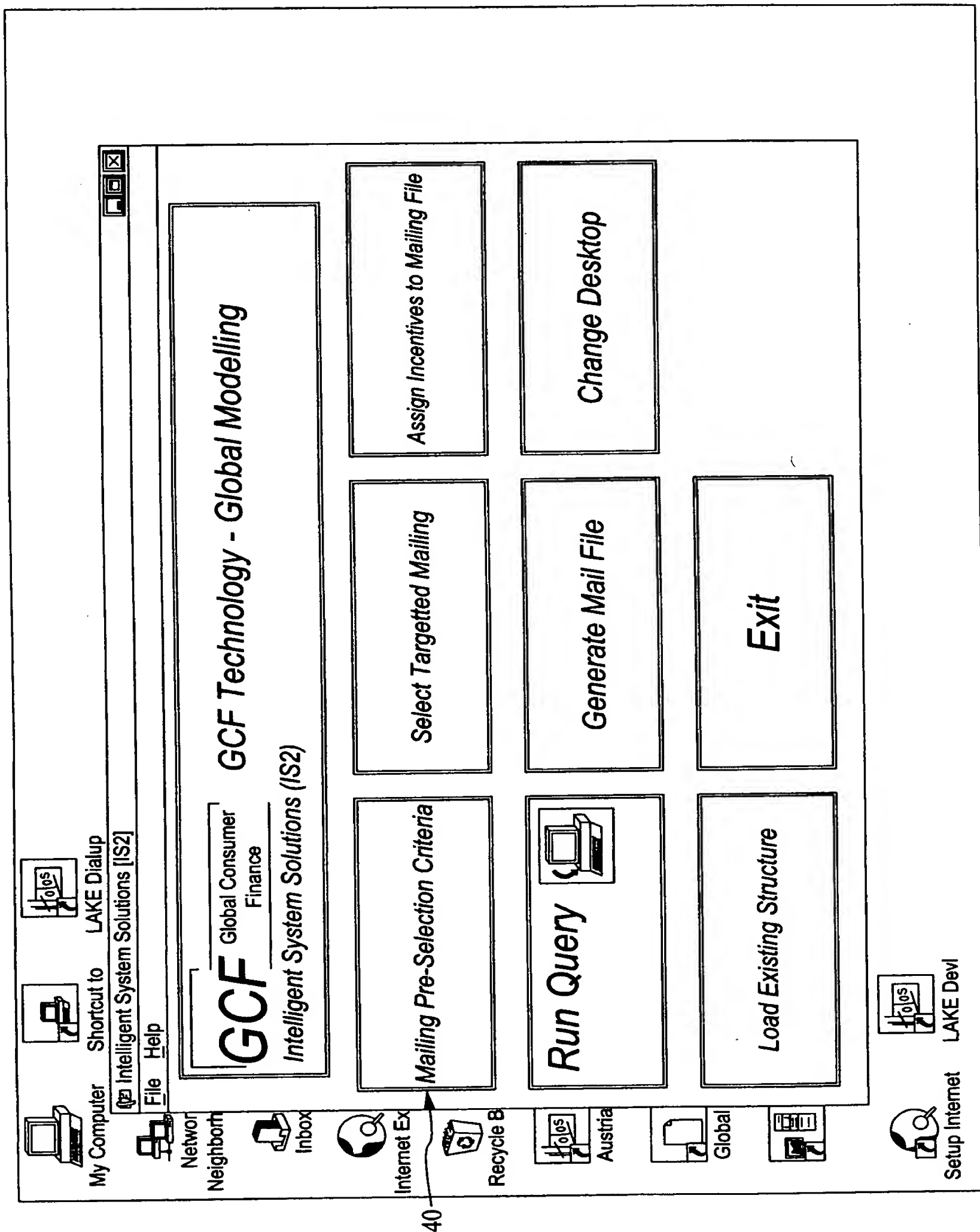


FIG. 3



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Intelligent System Solutions [IS2]

File Help

GC  
Intelligence

Self

Mail

Generate Mail File

Start

Account Criteria

Criteria

Create

Modify

Retrieve

Delete

Strategy

Create Table

Delete Table...

Close

Modelling

Please select the data view required

54

credit_line	Profession

56

Current field selections -

credit\_line[1]: 0:18000

age[4]: 25 - 28, 28 - 31,

risk\_sc[7]: Risk D1, Risk

o\_term[13]: 10%, 15%, 20%

Profession\_Code[5]: Han

52

Sections

☐ age

☐ risk\_sc

☐ o\_term

58

Select fields for dimension risk\_sc

Fields

☐ All risk\_sc

☐ Unknown

☐ Risk D1

☐ Risk D2

☐ Risk D3

☐ Risk D4

☐ Risk D5

☐ Risk D6

☐ Risk D7

☐ Risk D8

☐ Risk D9

☐ Risk D10

OK

Cancel

Help

Expand>>

11:58 AM

FIG. 4

50



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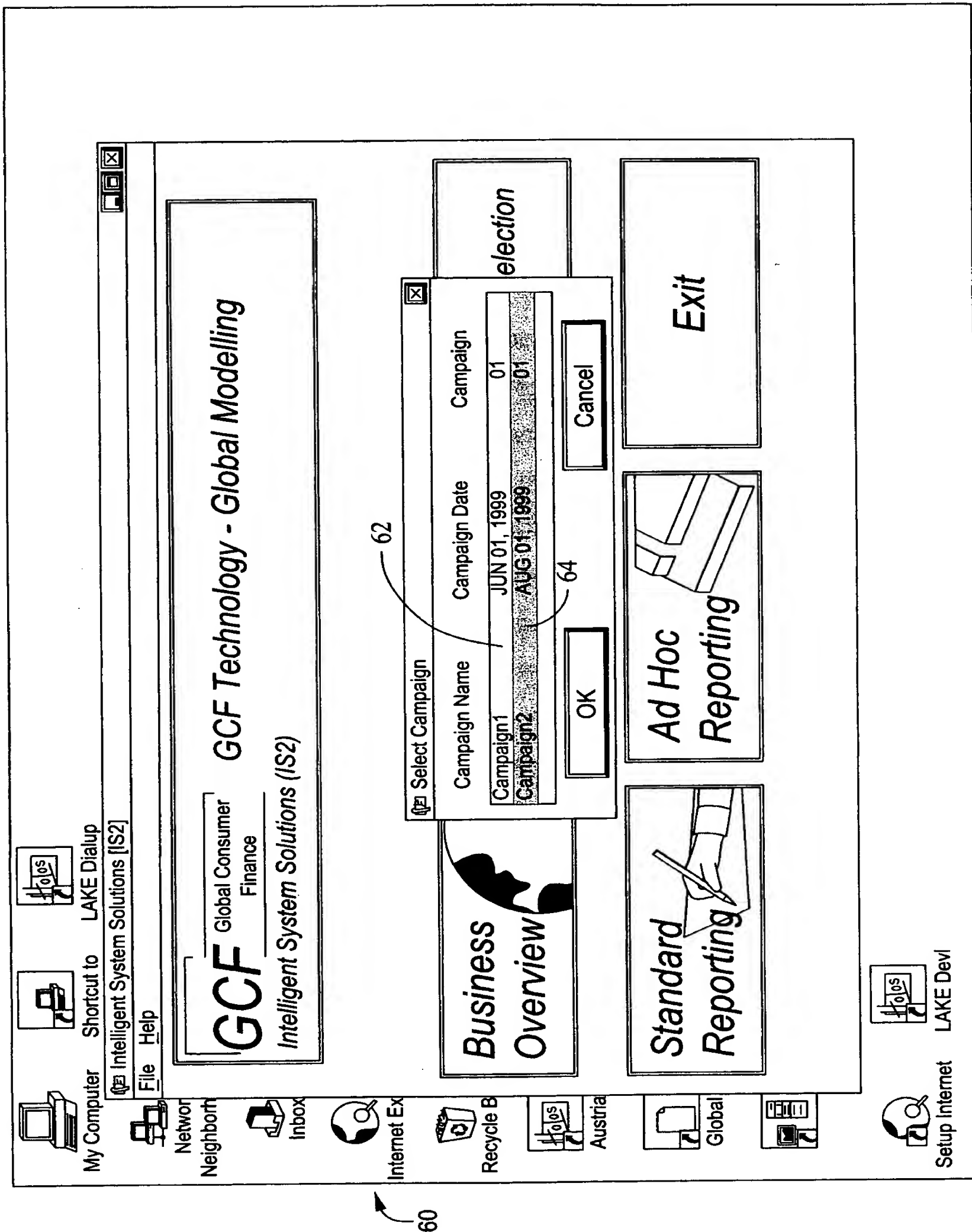


FIG. 5



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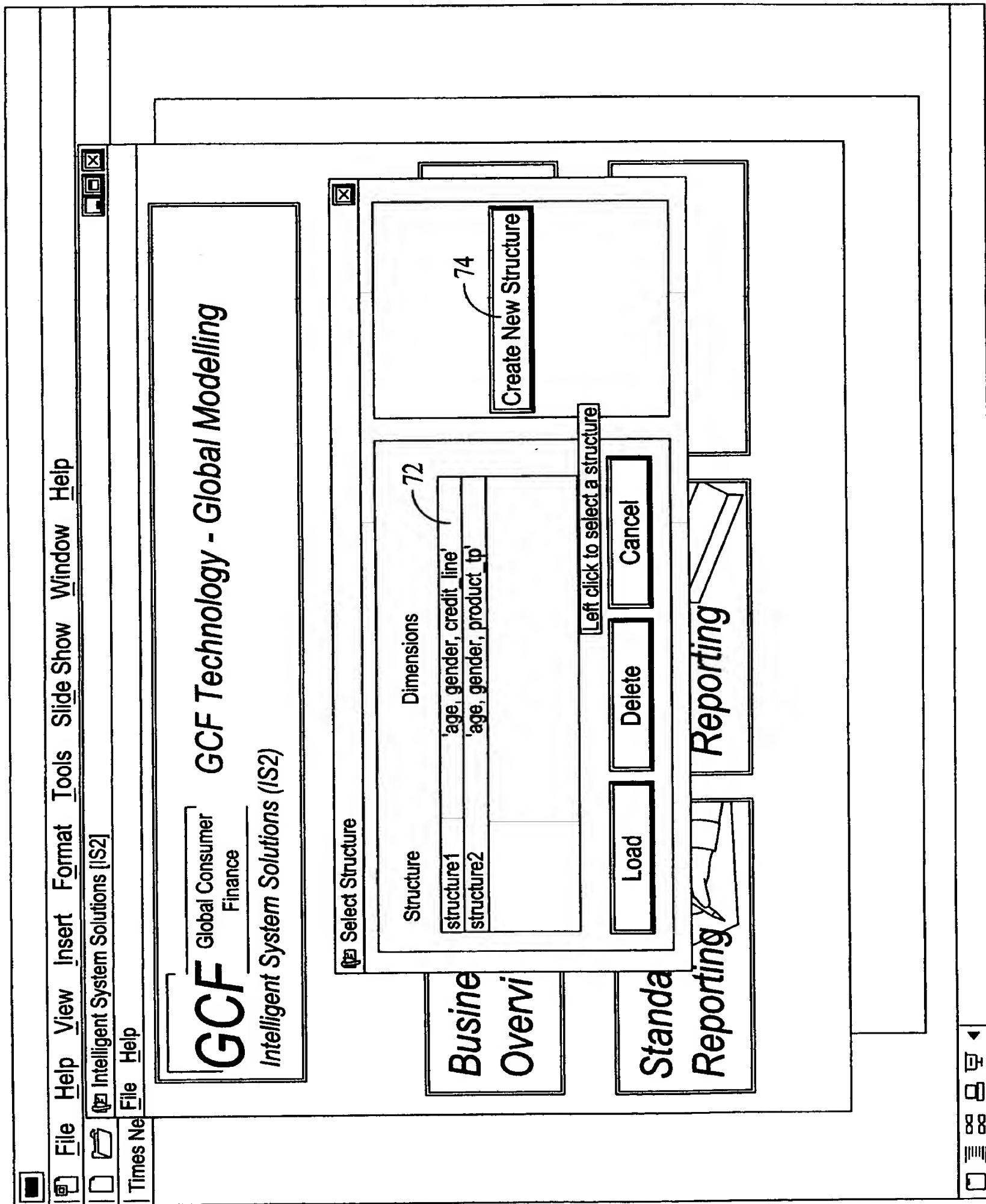


FIG. 6

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Intelligent System Solutions [IS2]

File Help

GCF Global Consumer Finance  
Intelligent System Solutions (IS2)

GCF Technology - Global Modelling

Create Selection Table

Select Targetted Mailings

Mailing Pre-Selection Criteria

Generate Mail File

Table Name

JAN\_001\_1

Tag Name

9980105CCAA19803VXYGOLD

# Accounts

50000

# Mailed Control

2000

# Non Mailed Control

2000

Cost of Mail Piece

0.05

Pre Selection Table

FILTER\_JAN\_01

FILTER JAN01

POPO

W

Create Table

View Table...

Delete Table...

Close

Start

W

1:07 PM

FIG. 7



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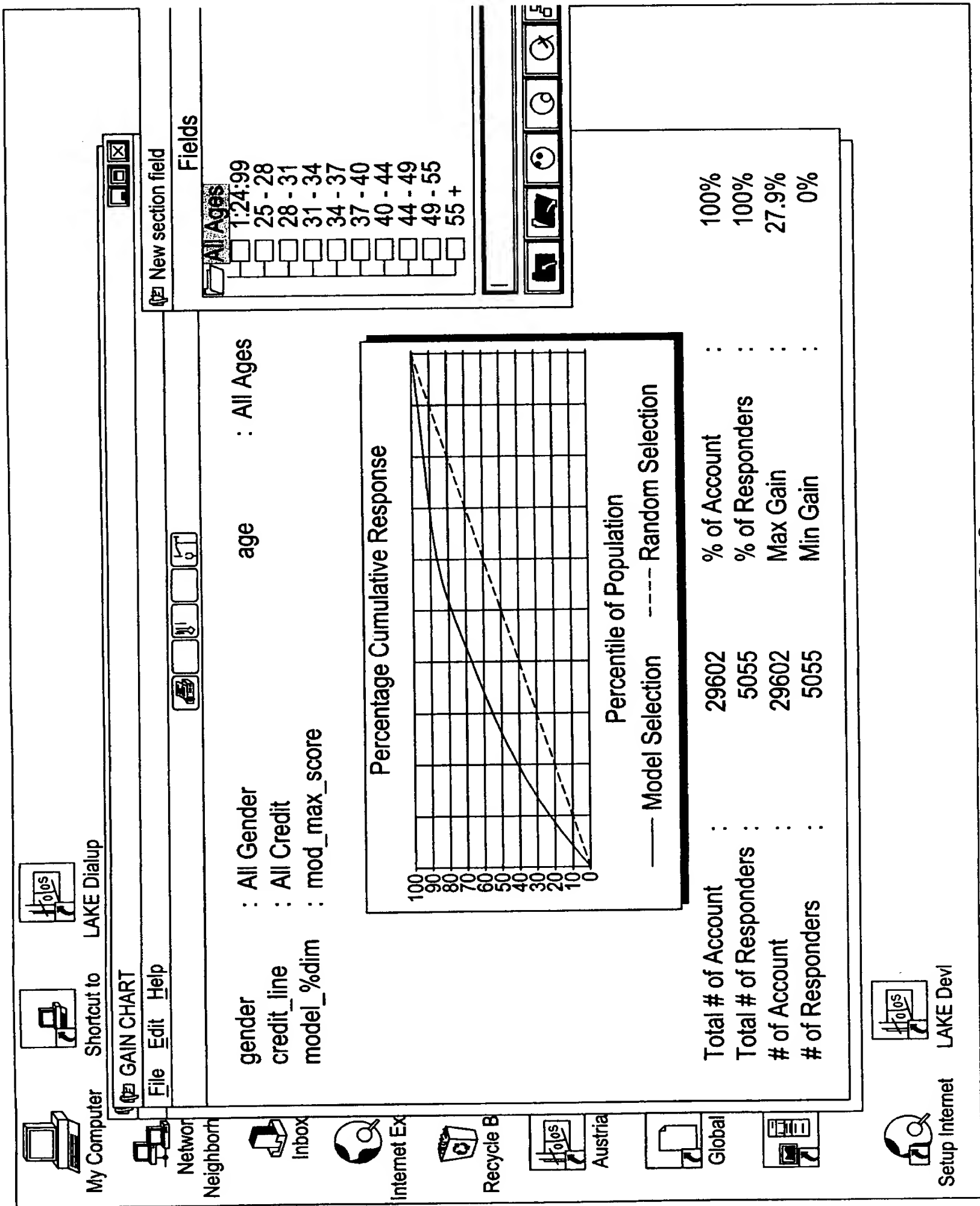


FIG. 8